



F. V. Natale
Region Business Mgr.

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SENT VIA FAX

February 5, 1995

To: Don Fitzgerald

Dear Don:

The attached information outlines the markets needing special savings emphasis to develop our share. Any additional resources you could secure for us would be greatly appreciated .

Sincerely,

A handwritten signature in cursive script, appearing to read "F. V. Natale".

F. V. Natale
FVN:am

Attachment

cc: R. C. Farmer

51859 5169

<u>Division</u>	<u># Outlets</u>	<u>Geography</u>	<u>RJR Savings Brand Development</u> <u>6 Mos. AIM SOM</u> <u>Division vs Target Area</u>		
Syracuse	373 Pack 165 Carton	North East PA Poconos/Scranton/Willkes Barre	DORAL	7.63	2.6
			MONARCH	2.98	0.22
Buffalo	477 Pack 209 Carton 28 Both	North Central PA Williamsport/Bradford/St. Marys.	DORAL	3.89	.90
			MONARCH	6.85	4.63
Albany	330 Pack 49 Carton	Small Geography North of NY City. Poughkeepsie/Newburgh/ Monticello	DORAL	2.89	1.60
			MONARCH	2.98	1.98
			<u>(1) 6 Mos. AIM SOM</u> <u>Albany, Syracuse, Buffalo vs. Nashua</u>		
Nashua	714 Pack 195 Carton	New Hampshire/Partial VT Small pockets of NY & MA	DORAL	4.61	1.77
			MONARCH	3.42	1.83
			<u>(2) 6 Mos. AIM SOC</u> <u>- Springfield</u>		
Springfield	998 Pack 161 Carton	Western Mass/Small pockets of CT/VT/NJ/NY	DORAL	10.66	
			BASIC	23.49	
			G.P.C.	16.91	

- (1) *Brand SOM for Nashua measured vs. Divisions with similar FP to Savings Mtx.
G.P.C. significantly overdeveloped in the Nashua market.*
- (2) *Significant opportunity to build DORAL share vs. Basic & G.P.C.*